



# HERE COMES

One of the Best Sellers You Ever  
Welcomed to Your Store

Things just have to be dyed. The things women hold dear: blouses, waists, stockings, lingerie, the children's things and the household articles—all require dyeing. And so they are either sent to a dyeing establishment or done at home the best way possible with such dye compositions as have been available. These latter, however, involve much trouble—and they make a messy, unsatisfactory job of it. Along comes Aladdin to completely solve the problem. Wonderful results may be obtained by its use—and with amazing ease. Obtainable in 15 lovely shades—also in three dark colors: black, brown and dark blue.

Aladdin is a quality product—it does not crumble or deteriorate in any way—it may be used to the last thin wafer.

Stock up right away. Have the goods on hand **before** your customers begin to ask for them. Order the revolving Display Stand, containing 1½ gross assorted (stand free with this assortment). Send us your order, mentioning jobber through whom you wish your order filled. In a few days you will receive from him your first lot of ALADDIN.

Place the ALADDIN Revolving Stand on your Counter—you will not have long to wait for the results.

**Channell Chemical Company, Limited**  
Toronto  
Distributors